

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	10/22-10/27	10P-1030P	NEWS	:30	\$750.00	M-SA	2	1	2	\$1,500.00
		Buyline Comment: CLASS 2 CAN'T RUN AFTER MLB								
		Station Remark: V2 PLS EXPAND TP TO 10-11P.								
2	10/22-10/26	6P-630P	BIG BANG	:30	\$600.00	M-F	2	1	2	\$1,200.00
		Buyline Comment: CLASS 2								
3	10/22-10/26	630P-7P	2.5 MEN	:30	\$600.00	M-F	2	1	2	\$1,200.00
		Buyline Comment: CLASS 2								
4	10/22-10/26	7P-730P	BIG BANG	:30	\$900.00	M-F	3	1	3	\$2,700.00
		Buyline Comment: CLASS 2								
5	10/22-10/26	730P-8P	2.5 MEN	:30	\$800.00	M-F	2	1	2	\$1,600.00
		Buyline Comment: CLASS 2								

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product MARK CRITZ FOR CONGR

Estimate# 2433

Buyer AMY MILLS

Phone#

Fax#

Agency () LUC MEDIA

25 WHITLOCK PLACE SW, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E //2433

Flight Dates 10/22/2012 - 10/28/2012

Hiatus Weeks

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*6	10/27-10/27	7P-730P	BIG BANG	:30	\$300.00	SA	1	1	1	\$300.00
	Buyline Comment: CLASS 2									
	Station Remark: V2 1X NA 10/27 DT COLLEGE FOOTBALL. PLS ADVISE WHERE YOU WOULD LIKE TO MG.									
*7	10/27-10/27	730P-8P	2.5 MEN	:30	\$300.00	SA	1	1	1	\$300.00
	Buyline Comment: CLASS 2									
	Station Remark: V2 1X NA 10/27 DT COLLEGE FOOTBALL. PLS ADVISE WHERE YOU WOULD LIKE TO MG.									
8	10/22-10/26	1P-2P	DIVORCE COURT	:30	\$70.00	M-F	2	1	2	\$140.00
	Buyline Comment: CLASS 2 + 3									
9	10/22-10/26	2P-3P	JUDGE JOE BROWN	:30	\$85.00	M-F	3	1	3	\$255.00
	Buyline Comment: CLASS 2 + 3									

---REPORT TOTALS---

Report Totals: 18 / \$9,195.00

---SALES MONTHLY TOTALS---

Oct 12: 18 / \$9,195.00

Sales Totals: 18 / \$9,195.00

Station Totals: 18 / \$9,195.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$153,250	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
		WPMY	0%	WPXI	35%	WTAE	25%				

---COMPETITIVE COMMENTS---

WPGH = 9195

WTAE = 37675

WPXI = 53785

KDKA = 49270

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WPCW = 2240
TTL = 152165

Books null
Demos RA35+